

Dreamforce Tonight: That's a Wrap!

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Speaker G - 4.54%

Speaker H - 3.79%

Notes:

- It has been three days of incredible innovation, learning stories of humans with agents driving customer success. There are still two incredible conversations coming your way today. Before we get to mark Cuban with Salesforce CEO Mark Benioff, we're going to recap the best Dreamforce ever.

- Monica Bowie, director of product marketing at Salesforce, joined by Stephanie Sadowski, group lead at Accenture Salesforce Business group. What are you most excited about at Dreamforce this week? 20 plus speaking engagements.
- The big thing for us is around data and AI and how do you continue to infuse this into the work that you're doing. Tomorrow I get to go through Accenture's sales transformation story and how we're infusing agents, human plus agent, into reinventing our sales excellence journey.
- I am Jaylina Lomenek, manager of Trailblazer engagement programs here at Salesforce. And I am here with Daniel Sanchez. How are you doing? I'm doing great. Dreamforce has been great so far.
- Daniel: We are a Slack consulting company at 21 b. We help companies implement Slack, optimize Slack. Using all of Slack's tools together with the power of AI, leveraging all of that to make everyone's lives easier. What's one thing that keeps you motivated and inspired in the slack community?
- Stay tuned for two more exclusive conversations. Meet Mark Cuban and learn to build business for good with co founders of Zec, Edward Norton and Robert Wolf. We will see you next year.

Speaker A

00:00:11

It has been three days of incredible innovation, learning stories of humans with agents driving customer success. This is the future. Agent force is here. I'm Diane Mizotta and we're going to send you off in style. But not just yet. There are still two incredible conversations coming your way today. Before we get to mark Cuban with Salesforce CEO Mark Benioff. And later, actor Ed Norton on building business for good, we're going to recap the best Dreamforce ever. And who better to do that with than Carolyn Bathauer, Carrie Chow and Jillian Bruce? So let's break it down. Carolyn, top takeaway for you.

Speaker B

00:00:51

It's all about agent force. And I actually saw a ten, uh, year old build an agent. Uh, yes, yes. And it didn't take very long. So really excited about this technology and how easy it is to use and the impact that it has. I've never felt this kind of energy out of Dreamforce before, so I can't wait to see what people take away from it.

Speaker A

00:01:12

Very cool. Jillian, what about you?

Speaker C

00:01:14

Well, of course I love Dreamforce because it is like a big family reunion. And I will tell you, of all the communities that are here, slack community trailblazer, community mule and

tab, everyone is buzzing about agent force. Everyone is really looking forward to how they can put the AI skills and the Salesforce platform platform skills they already have to use to build the future of work, essentially. And there's a buzz. They're excited. They're already getting hands on.

Speaker A **00:01:39**

Yeah, it's kind of cool when all these different communities, everybody's kind of focused on the same thing. That feels really good.

Speaker C **00:01:47**

Yeah, there's a lot they can share with each other, help each other learn.

Speaker A **00:01:50**

Brainstorm, get ideas across communities. I love it. Carrie, what about you?

Speaker D **00:01:54**

Uh, this is random, but one of my favorite groups, musicians, fish. Do you remember fish? P I s hooked. One of my favorite songs from fish is free. And you know what Salesforce just did? We just did some free stuff. We gave some free upgrades, uh, Salesforce foundations, free upgrades to enterprise edition customers and above. And what those upgrades are, sales, cloud commerce, cloud marketing, cloud data, cloud features and agents. I mean, it is incredible. We're addressing, we're trying to create that seamless entry point into agents and the customer 360 experience. And like we talked about before, like this game changing, it's awesome.

Speaker A **00:02:32**

Absolutely.

Speaker B **00:02:32**

And you know, and you're already, you're building on the things you already have data in and so being able to try before you buy, we kind of talk about that. It's really getting hands on. It's amazing.

Speaker A **00:02:42**

Fantastic. I think people are excited to get hands on. We've got some workshops, virtual workshops coming up where people will be able to get hands on and get more training. Um, I think the learning just continues. Lots of resources here on Salesforce plus, but right now we're gonna take a look at some of the magic and some of those special moments that made Dreamforce 2024. Good morning, everybody. How's everyone doing? It's my

pleasure to welcome you all to Dreamforce 2024.

Speaker C 00:03:16

Not only the most exciting, but most important Dreamforce ever.

Speaker A 00:03:20

Agent Force is here. Get ready to dive in.

Speaker E 00:03:24

What we're doing is bringing the power of AI to all of the trailblazers, all of the customers and partners here at Dreamforce. Agent Force is pretty much built for everybody. It gives us the freedom to do it right from the tune. Building your own agent was very simple.

Speaker D 00:03:37

Easy as making a cup of coffee.

Speaker E 00:03:41

I'm super happy to have Einstein take.

Speaker A 00:03:43

Over all the stuff I literally don't.

Speaker C 00:03:44

Want to do anymore. Einstein, take one for the team.

Speaker F 00:03:48

It's not just what is possible, it's.

Speaker C 00:03:51

What you are going to make possible.

Speaker A 00:04:03

Breaking news from the Salesforce plus broadcast desk. The party's getting started here on Dreamforce 22 2024. We've got our mascots here, but we also have some important information for you. So Dreamforce, the event, it's just the start of your learning journey. If you've missed anything this week, and you probably have, don't worry, Salesforce plus has got you covered. Agent force is here and there is so much to learn about ways to drive

customer success by humans with agents working together. So over the next few days, more than 400 sessions, product keynotes, luminary conversations and customer stories will be the place to learn how customers, how humans and agents drive customer success together. And next week, don't miss our first ever Dreamforce virtual hands on workshops where you can experience the latest data and AI innovations for free. Kerry's favorite word right here on Salesforce plus. So we'll dive into Agent Forest, data cloud and prompt builder in sessions offered twice a day, every day, featuring a new technology to transform your business. You won't want to miss it. Stay tuned to Salesforce plus for more hands on learning and announcements to help you serve your customers in a whole new way. We're going to be back in a minute with the top three takeaways from Dreamforce 24 and a dance party.

Speaker G

00:05:29

Hi, I'm, um, Monica Bowie, director of product marketing at Salesforce and I'm joined with Stephanie Sadowski, group lead at Accenture Salesforce Business group. Welcome to Dreamforce.

Speaker F

00:05:38

Thank you. Very excited to be here and for Dreamforce 2024.

Speaker H

00:05:42

Awesome.

Speaker G

00:05:42

We're excited to talk to you. So tell us, what are you most excited about at Dreamforce this week?

Speaker F

00:05:46

Yeah, so I think for us it's going to be our 20 plus, uh, speaking engagements that we have going on, talking about the exciting work that we're doing. Um, our qut story about partner innovation and their connected campus with education. Uh, I just got off doing part of the slack keynote and talking about agent and human together and how the world and the work will continue to evolve. So very exciting.

Speaker G

00:06:09

I love that. So tell us, what's the hot topic this year for Accenture and your client?

Speaker F

00:06:13

So the big thing for us is around data and AI and how do you continue to infuse this into

the work that you're doing and then also blend the human in with the agents? And not only do you do the technology piece, but you kind of help our clients through this transformation because it's changing the way that we work, not just in how we do it, but even what the work is and how people should interact with each other.

Speaker G

00:06:37

I love that. And for those joining online or here in person, what can they expect to see from Accenture this week?

Speaker F

00:06:42

Yeah, so a couple things. We still have, uh, some very exciting client presentations coming up from Adeco, BP, Bose, common spirit bear. We've got a number of them out there.

Speaker G

00:06:53

That's a lot.

Speaker F

00:06:53

Yes. And, uh, we'll also be in the sales keynote this afternoon. And then tomorrow I get to go through Accenture's sales transformation story and how we're infusing agents, human plus agent, into reinventing our sales excellence journey.

Speaker G

00:07:08

Wow. Amazing. Thank you guys for being an amazing partner. And thank you for having being with us here at Dreamforce.

Speaker F

00:07:12

Thank you.

Speaker G

00:07:13

Thank you all for tuning in.

Speaker A

00:07:29

I always say, start with the business value, define the business value and recognize the levers that you need to unlock that growth for the business.

Speaker E

00:07:39

It's really about having a, uh, digital basecamp giving us that innovation and speed that we can build from going forward.

We needed to focus on our people.

Speaker E

00:07:52

And our talent, get hundreds of people to generate new ideas and see where the opportunities lie.

Speaker A

00:07:57

What we're going to need for our companies to achieve the next wave of growth is to do something completely different.

Speaker H

00:08:28

I am Jaylina Lomenek, manager of Trailblazer engagement programs here at Salesforce. And I am here with Trailblazer. Daniel Sanchez.

Speaker E

00:08:36

Nice to be here.

Speaker H

00:08:37

Welcome, Daniel.

Speaker A

00:08:37

How are you doing?

Speaker E

00:08:38

I'm doing great. Dreamforce has been great so far.

Speaker H

00:08:40

Fantastic. Daniel, with Slack being the intelligent operating system for work, how have you leveraged it to get work done for your clients?

Speaker E

00:08:48

So it fundamentally changed the way we operate our business. We are a Slack consulting company at 21 b. We help companies, uh, implement Slack, optimize Slack. And so using all of Slack's tools together now with the power of AI, leveraging all of that to make everyone's lives easier and to deliver work an even faster pace, completely revolutionize how companies function, and companies we work with how they function.

00:09:08

Daniel, now, I understand that you are a slack community group leader in Jacksonville, correct?

Speaker A **00:09:14**
Yep.

Speaker E **00:09:14**
Uh, yep.

Speaker H **00:09:15**
What motivated you to become a leader?

Speaker E **00:09:17**
So I grew up in the salesforce consulting world a lot, and I always went to admin user groups, and I got into slack and realized there was a slack community. And Jacksonville has a very well established salesforce community. And I just saw, you know, all the positivity and learning that was coming out of that. And with my love of slack and that community that existed, I kind of just plugged in, and it was natural for me to kind of progress and, and help people learn a tool that can make their lives easier. It's been really, really, uh, beneficial, I think, for the community in general.

Speaker H **00:09:45**
And what's one thing that keeps you motivated and inspired in the slack community?

Speaker E **00:09:50**
Jacob, the slack leader, I mean, he is inspiring from a community standpoint, from an engagement standpoint. I mean, all the new features. You know, we've been talking about Salesforce being in slack for a long time, and with that finally coming to fruition here at Dreamforce and really seeing Salesforce channels, things like that, I mean, the future is here.

Speaker H **00:10:07**
Yes, it is indeed. Thank you so much for being with us today, Daniel.

Speaker E **00:10:11**
Absolutely. Yeah. Thanks for having me.

Speaker A **00:10:13**

Your feedback on the show today helps to make us better. So please take a moment and follow the QR code on screen and fill out our event survey as a thank you. You'll be entered into our Dreamforce 2025 sweepstakes. You have a chance to win one of five passes for Dreamforce 2025. Okay, we're almost at the end of Dreamforce 24. It has gone by so fast, and it is so great to have been on this journey with you, Jillian, Carrie, and Carolyn. Let's leave our audience with a to do list. What would be their next steps post Dreamforce?

Speaker B

00:10:47

So I think first, take a beat.

Speaker A

00:10:50

Soak your feet, take a nap.

Speaker B

00:10:52

Yeah. Get some rest, and then create your plan, I think that that is, we give so much content, it can be overwhelming. But if you create a plan and figure out what you want to re watch and reconsume, just like binging a tv show the second time you watch it, you always pick up on new things. Then when you create that plan, go back to your teams and ask questions, uh, especially around agent forces. What is it that if you could have done for you, what would you want done for you? And then that becomes your list of what maybe you should build in terms of agents. So take a breath and then get back to work.

Speaker A

00:11:26

Jillian, after your nap and soaking your feet, what happens?

Speaker C

00:11:30

Uh, well, you're obviously ready to get to another event, right? I mean, uh, I think the biggest thing that you can do is really get together with your local community group. Now whether that's a trailblazer community group or a tableau user group or a, um, mulesoft user group or a slack community user group, um, they are all over the world and this is where people come together to help solve problems and figure out agent force together. It's a really, really important element of our ecosystem as a Salesforce Ohana salesforce family. So really connect there and then, you know, I bet that there is a Salesforce agent for us. World tour coming to a city near you very soon.

Speaker A

00:12:06

So put lots of world tours coming up this fall for sure. Yes, Kerry.

Speaker D

00:12:11

Uh, just check us out on Salesforce plus, y'all. I mean, salesforce.com plus, like, we've got all this amazing content. You can't catch everything when you're at these events, right? And it's all on Salesforce plus. Um, and guess what? You know how much it costs?

Speaker A **00:12:29**
Free. 90 free. Oh, free.

Speaker D **00:12:32**
90 free. I love it. That's exactly right.

Speaker A **00:12:34**
It's awesome.

Speaker D **00:12:35**
It's amazing content to help your business get ahead. Um, and it's just an amazing learning opportunity.

Speaker A **00:12:41**
Yeah, I love that Salesforce offers so many resources. So like, on Salesforce plus, you can watch on your own time. You can pick and choose. You can sort of, uh, chart your own adventure of what you want to learn about. Also, there's trailhead. There's so many great trails. That's an awesome place to start. Put that trailhead app on your phone. You can do it while you're waiting for the subway. I mean, that's how I got to Ranger. Not trying to flex or anything.

Speaker C **00:13:06**
I'm hanging out.

Speaker A **00:13:07**
Ok. Um, any other final words? Especially when people might be hesitant with what they've seen or feeling overwhelmed.

Speaker B **00:13:15**
So I think, uh, connecting with the community is super important because you have such a wealth of knowledge across people who have experienced this before. So not just the newness, but then they can also help troubleshoot. And it is such a welcoming group, and that's the best place to start, for sure.

Learning together is always more fun than just trying to figure it out by yourself. Right, Jillian?

Speaker C

00:13:37

Yeah. And just getting your hands on, right? Tinkering, getting in there, experimenting. We have the agent force builder experience. We rolled it out here at Dreamforce. You will be able to do this as well. Just get in there and start playing with the product and testing it and seeing what might work, what might not work, how you want to build things this way or that way, and getting feedback from your users, too, to figure out what they want.

Speaker A

00:13:58

And we've got virtual hands on workshops starting next week. Data cloud prompt builder, Agent Forest, where you can, uh uh. We hear that all the time. Where can I get hands on? The hands on appointments were completely booked here, so those are great resources.

Speaker D

00:14:13

Double down on what Carolyn said, though. Take care of yourself, right?

Speaker A

00:14:16

Yeah. Well, that's a wrap for us. We're not done yet. You stay tuned for two more exclusive conversations. Mark Cuban and meet the social entrepreneur and learn to build business for good with co founders of Zec, Edward Norton and Robert Wolf. We will see you next year. Thank you to everyone who worked on this one.

Speaker C

00:14:39

Bye bye, everybody.